

facebook MARKETING

QuickStart ActionPlan



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About 'Facebook Marketing'

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Introduction

Facebook advertising has been called the "new Adwords" as it continues to grow in popularity with both new and seasoned online marketers. In fact, at the time of writing your ads could reach over 400,000,000 active Facebook users!

However, a lot of experts are still uncertain whether jumping in on the Facebook ads bandwagon is a good move or not.

So what's the verdict? Are Facebook ads worth exploring or should companies stick to what they've already got?

Read on to find out!

Strength in Numbers: One of the things that Facebook has going for it is the sheer number of its members. It's hard to get an accurate count with the number of new members joining everyday; but as of early 2010, there has been a reported 100+ million members in the United States alone.

So if you're looking to reach as many people as possible, the Facebook platform is certainly worthy of your attention.

Facebook Loyalty: Another thing this social network has as an advantage is the loyalty of its members. (Or at least, the huge interest members still have in it).

Most people can't even last a day without logging in on their account and that's a huge deal when it comes to Facebook ads (because you can be confident that your ad will be seen by your target audience many times each day). And with current usage and continual growth I think it's pretty safe to say that members are not going to lose interest in Facebook any time soon.

Facebook vs. Google Adwords

Both Facebook and Google Adwords are giants.

But which one is better?

Google Adwords has admittedly been around longer than Facebook (though not that long). Like Facebook, it also has a way of matching your ad with the kind of customer you want to hook up with.

For example, if your ad is about dog food, then expect to see your ad appear in articles and websites that talk about pets and dogs.

Another good thing about Google Adwords is that you have the option of personally picking which websites you want your ad to appear in!

In the issue of targeted marketing, I believe that Google Adwords can reach a wider audience than Facebook since it can penetrate almost any website or blog out there.

With Facebook ads, your ads stay only on Facebook. With Google Adwords, you can get your ads on hundreds of blogs and websites (depending on how much you're willing to pay).

The point is, you're not chained to Facebook alone.

Cost of Popularity: Yet another good thing about Facebook ads is that it's cheaper than Adwords, at least for now, so there's no better time to test it out. In comparison with traditional pay per click marketing, the actual costs to advertise on Facebook are well below industry standard.

But there is another big difference between creating advertising campaigns with Adwords and Facebook and it's in the ***extended control*** you have over your advertisements.

With Facebook, you are able to create **tailor-made** advertisements that are seen only to specific segments of your market.

For example, you can attach "social actions" to your advertisements to increase relevance and ensure that your ads only appear based on a Facebook member's actions or behavior.

This means that you can communicate with your target audience in a whole new, dynamic way than with any other form of advertising, Adwords included.

The basic anatomy of a Facebook advertisement includes:

- ✓ Choosing when you want your ads to appear
- ✓ Choosing between CPC or CPM
- ✓ Setting a daily maximum bid
- ✓ Customizing your ads to appear based on user information
- ✓ Including an image in your ad

With Facebook, you can also track your progress with real time reporting, gain insight about who is clicking on your ads, and make quick adjustments or changes to your advertisements to maximize your results.

Creating Your Facebook Account

Chances are you might already have a Facebook account but just in case you are completely new let's quickly run through how to set up an account...

All you need to do is log in to www.facebook.com to get started. From there, follow these steps to start your account:

1. You'll see a "signup" button somewhere on the page.
Click it once with your mouse.
2. Fill in all of the information it asks for, including the birthday. Remember, they need to make sure you're at least thirteen years old. You'll also need to create a password.
3. After you're done filling in the information, click "submit".
4. Facebook will send you an email to confirm that you did, in fact, sign up for an account.
5. Check your email and follow the instructions. This will validate your account.

6. Once you do that, you will be redirected to a web page. It will direct you to your profile page. Remember, the profile is the backbone of your account.

After you sign up, you may want to spend a few minutes getting acquainted with all of the features. You'll need to set up your profile eventually. However, it is better to get your bearings before you try to include a lot of information.

Creating Your Facebook Advertisement

Facebook advertising is set up on 'display' rather than search.

This means that instead of users having to enter in specific search terms in order to view your advertisement, you can trigger your ads to appear based on the actual content on the page or a specific action carried out by a Facebook member.

For example, if you are interested in targeting "work at home moms", you could set up an advertisement that is triggered to appear only when a user is browsing a page about work at home, or has written a post, update or joined a group focusing on 'Work at home'.

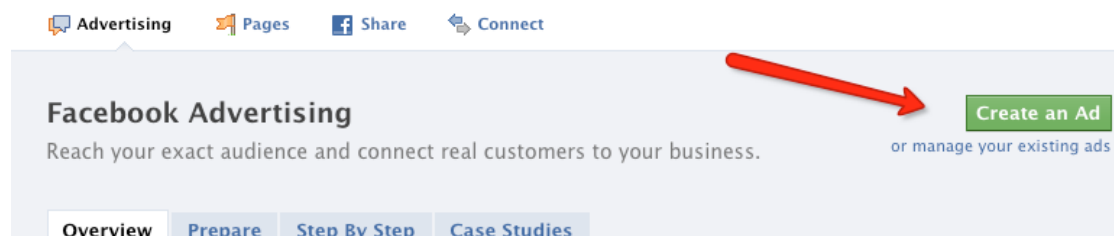
This advertising format gives you far more control over when your advertisements appear, and to who they appear.

To set up your first Facebook advertisement, visit <http://www.Facebook.com> and scroll to the bottom of the main page. Click on “Advertising” as shown below:

About **Advertising** Developers Careers Terms • Find Friends Privacy Mobile Help Center

You’ll now be on the main advertising page where you will be able to set up your first advertisement.

Click on “Create An Ad” to begin:



The first thing you will want to do is determine whether you are interested in CPC (pay per click) or CPM (impression).

Whether you choose CPC or CPM will depend on your overall goals and objectives. If you are primarily interested in generating targeted traffic to your website, or promoting a 'one time' product, then CPC is probably the better choice, since

you'll only pay whenever someone clicks on your advertisement.

If you are interested in building brand awareness, establishing a presence in your niche market or 'testing' the waters, you should consider running your ads on an impression basis.

Note that there is a minimum CPC cost of \$0.01 and a minimum CPM cost of \$0.02.

While you'll receive fewer clicks than with CPC, you will be able to keep your advertisement in front of your target audience as your advertisement is consistently circulated throughout the Facebook community.

When setting up your Facebook advertisements, you can also customize WHEN your ads are triggered to appear, such as during specific hours of the day or night, or on a continual basis. You can also pause your campaign at any time if you need to.

If your target audience resides in a specific area, consider how their time zone may influence your ads exposure, and set your ads up to appear during peak hours of the day.

Create Highly Targeted Advertisements

One of the most important elements of a successful Facebook advertisement is in creating highly targeted advertisements.

You can create ads that target specific segments of your market, including:

Advertisements based on:

Age

Gender

Location

Education Levels

Profile Information

Keywords

It's important that you take the time to carefully tailor your advertisement so that it is focused on your target audience.

If your product is primarily of interest to certain age groups, limit your advertisement to being displayed only to those people who are within your target age range.

Just the same, if your product is only available in certain areas, you can set up targeted advertisements that are only visible to people who live in specific regions, countries or exact location matches.

This is important: The more carefully you create highly targeted advertisements, the better your ads will perform, so make sure you spend a bit of time crafting your ads so that they effectively target your customer base.

Setting Your Maximum Budget

When setting up your Facebook advertisements, you will have to choose a “daily budget”.

Your daily budget represents the maximum amount that you are willing to spend for each day that you are advertising within Facebook. Once your maximum budget has been reached, Facebook will stop showing your advertisements, and you will never accrue charges in excess of your daily budget.

Facebook will provide a suggested maximum bid based on the content of your advertisement and your targeting configuration.

Consider setting your maximum bid slightly lower than Facebook's recommended minimum and adjust it as you need to based on your advertisements conversion rates and overall exposure.

Enhance Your Advertisement with Images

Images are an incredible asset in maximizing conversion rates because you can tailor the images used in your ads to push the "right buttons" or pull at emotional triggers that you know will have an impact on your average customer.

For example, if you were placing an advertisement that offered a teeth whitening kit, you could place a simple image of a "before" and "after" that offers the reader with a visual aid that leaves an incredible impression.

Images can ultimately be one of the LEADING motivators in getting targeted customers to click through your advertisements and explore your offer.

You may want to test running multiple ads using slightly different images to determine which combination works the best for your market.

Last Minute Tips

Another factor that plays a part in the advertisements that are shown to Facebook users is based on whether they "vote" for current advertisements.

You see, with every advertisement featured within the Facebook network, there is a 'thumbs up' icon that appears below the advertisement that allows someone viewing the ad to 'vote' for it. If someone votes for an advertisement, it indicates to Facebook that they should display additional advertisements of the SAME kind (based on category, keywords and overall relevancy), ensuring the best experience possible for Facebook members.

These are just a few basic tips to help you get started and make better use of Facebook for your advertising and marketing campaigns.

If you'd like more advanced marketing tactics and traffic generation techniques, be sure to check out:

www.UndergroundAdSecrets.com

www.UndergroundTrafficBlueprints.com